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Comments

Jones, Lynell

From: Strobel, Kathleen A.
Sent: Monday, June 28, 1999 11:24 AM
To: Anton, Michelle C.; Jones, Lynell; Czarnecki, Joe R.; Sampson, Steve F.; Gennaro, Mary Jo
Subject: RE: Week of June 14-20 Recap

GMR is aware that we're seeking primary visibility. To reinforce this again, I've mentioned it to Dave again and asked that he continually remind the Promotion Managers of this in conversations, field memos, during site checks, etc.

Regarding multiple promotions:

- Many of our issues with multiple promotions occur in resort markets. As you are aware, these club owners only have the summer to make money and they will not guarantee promotional exclusivity to anyone (we do however have tobacco exclusivity). I agree that we need to discuss the entire issue but if we're looking to stay in the resort markets, it's an issue that I don't see going away.
- Dave Houston also mentioned that due to our late sell-in this year, a lot of clubs already had other promotions scheduled. All of our current 2000 planning should help to keep us on track next year and avoid this.

Before the start of the program, Joe and I reviewed the club contracts line by line with GMR. When we got to the paragraph about exclusivity we discussed tobacco vs. promotional exclusivity and asked GMR to include information about the other promotions that are going on in the clubs while we're there on the schedule. As you know, it's been tough getting the schedules on time this year so it should be no surprise to you that the above requested information has also been slow in coming. I just spoke to Dave and requested again that any information they have be included on the schedule. He has assured me that they will work on his and have it included as soon as possible.

Kathy